



# syntrus | achmea

## real estate & finance

## The client

**Syntrus Achmea Real Estate & Finance** is an investment management organization focused on real estate and mortgages for institutional investors. Syntrus Achmea manages more than **€25 billion** in invested capital for more than **70 clients**.



## The challenge

Syntrus Achmea Real Estate & Finance (SARE&F) has an extensive digital archive that has grown over a period of 50 years. During this period, legislation and regulations have changed frequently which has implications for this archive. What was par for the course a few years ago – like the uncensored storage of a BSN number - is often no longer an option after the introduction of the GDPR.

However, how do you remove BSN numbers from mortgage files when you are uncertain which documents contain them and finding out would require searching through 1.5 million documents – often with a deadline?



## The solution

Hyarchis Blurrify is an AI-powered tool that automatically scans the entirety of the contents of unstructured and unsearchable source documents. Regardless of file type and structure of the document, Search-It identifies targeted data points, such as BSN numbers. This data point is then blurred out so that legacy data can be reconciled with relevant privacy legislation.



## The facts

**Hyarchis Blurrify checked:**

**70.000** mortgage files

**1,5 million** documents

**7 million** pages

**2 terabytes** of data

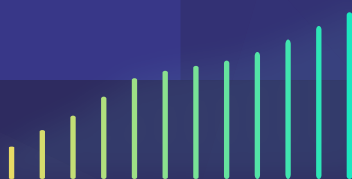
**Hyarchis Blurrify delivered:**

**6-week** lead time

**95%** accuracy

**12 months** in time saved

▪ Scalable compliance model



## Result

Within a period of **6 weeks**, **70,000 mortgage files**, or **1.5 million documents**, were scanned with the goal of finding a BSN number. With an accuracy of **95%**, around **700,000 BSN** numbers were successfully blurred out. This not only saved SARE&F a year in manual effort and associated costs, but it also provided SARE&F with a scalable model for ensuring the future compliance of legacy data.



The introduction of GDPR conflicts with our retention obligation, which means that we can no longer store sensitive information such as a BSN number in our archive. Removing these BSN numbers sounds simple until you become aware that our archive consists of large volumes of unstructured and uncategorized documents. Thanks to Blurrify, we can scalably meet regulatory obligations in all cases and in conjunction at the same time.



**Martijn Groenewegen**

Directeur IT at Syntrus Achmea Real Estate & Finance

**Want to learn more about Blurrify?**

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